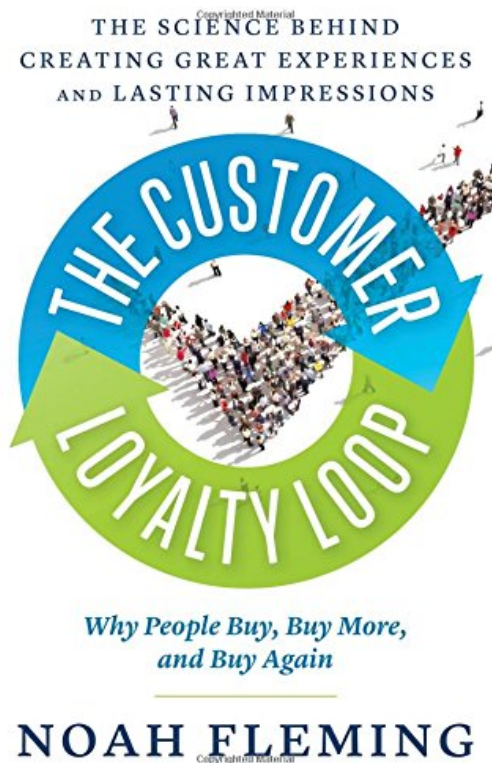


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Book details

- Author : Noah Fleming
- Pages : 272 pages
- Publisher : Career Press 2016-11-21
- Language : English
- ISBN-10 : 1632650665
- ISBN-13 : 9781632650665



Book Synopsis

How do you grow a truly sustainable business in the hypercompetitive 21st century? By using the practical, psychology-based strategies in this book to dive into the mind of your customer and enhance your business's customer experience by creating "buying loops" that keep your customers coming back for more. The Customer Loyalty Loop includes proven, science-backed secrets for building legions of loyal customers who will become evangelists for your business, buy from you repeatedly, and actually enjoy doing business with you. You will learn a wide variety of simple but powerfully effective strategies, such as: How to stop using gimmicks and trick promotions to encourage repeat business, and what to do instead that will keep your customers coming back for more. How to use the "Butler Secret" to achieve results superior to any marketing campaign or promotion you'll ever dream up. Why providing the best customer service isn't enough anymore, and what you must do instead if you want your business to keep growing in the 21st century. The "Bentley Strategy" that will immediately and dramatically increase customer loyalty to your business. And many more proven tactics and strategies.